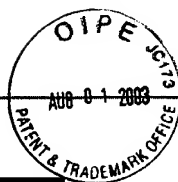


Executive Discovery LLC Client List



A sample of company's that have utilized LEGO SERIOUS PLAY:

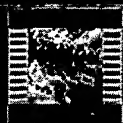
Black Point Inn Maine, USA	Comparex Germany
Daimler-Chrysler – South Africa South Africa	Dean College Massachusetts, USA
EMC Corporation Massachusetts, USA	EKA Chemicals Sweden
Eskom South Africa	Firmenich Geneva, Switzerland
F. Hoffmann-La Roche Pharma Research, Switzerland	LEGO Company Billund, Denmark
Mass Bay Community College Massachusetts, USA	McKesson Georgia, USA
Nokia Espoo, Finland	Orange SA London, United Kingdom
Overstock.com Utah, USA	Prudential Financial New Jersey, USA
Sanlam Group Bellville, South Africa	Sasol South Africa and Mozambique
SAS Institute A/S Copenhagen, Denmark	Schlumberger Information Texas, USA
Standard Bank of South Africa Republic of South Africa	Stonehill College Massachusetts, USA
SOS Children's Villages	Taco Bell New England Franchise - USA
Tupperware EAM Nyon, Switzerland	Varta Battery Stenlose, Denmark
Wheaton College Massachusetts, USA	



SERIOUS PLAY

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Testimonials

"Building is very impactful. It allows us to listen to the whole person/team. To hear people's fears, intentions, and aspirations. It gives the power to be completely present and attentive to everything that is happening. To learn and perhaps realize that if something is important to a person/team, then it's important. LEGO SERIOUS PLAY provides a tool to have fierce (= passionate, unedited, powerful, intense, eager) conversations. To ask the questions: 'When you can do nothing, what can you do?', a 'What

is currently impossible to do that, if it were possible, would change everything?' To interrogate reality, provoke learning, tackle potentially tough issues, enrich relationships."

Valeria Maltoni, Communications Director
Cerexagri, Inc.
Philadelphia, PA USA

"It wasn't just fun, it was amazing how much I learned with my hands. The constructs we built were metaphors for objects and systems in our world, and they helped our imaginations take off."

Theresa Quintanilla
President, QViews Marketing Consulting
Houston, TX USA

"LSP is a tool, which makes everybody participate in the process – everyone shares their stories and models, their new insight."

"Through LSP it becomes safe to talk about the difficult and sensitive issues which otherwise all too often are left untouched."

"LSP is an effective tool which secures the focus, it really forces out what is the key in the process."

"LSP helps develop new and creative solutions – new ideas emerge from unexpected sources."

"LSP brings out the energy in the team."

Mette Gro Iversen
Managing Director,
Pluss Care and Rehabilitation

"The ideas and the creativity just start to flow. LEGO SERIOUS PLAY brings out the best each team member has to offer."

Marcy Geiger, Director, Customer Service
VerizonWireless, USA

"We needed to manage dynamic and complex projects in a way that would spur and secure creativity and innovation. LSP gave us that, (as well as) new insights (and) a shared focus."

Sven Ekeberg, Business Engagement Consulting,
AstraZeneca IS Operations & Business Service, Sweden

"With LEGO SERIOUS PLAY, it became easy to describe complex relationships in a complex process, enabling rich dialogue, respecting the views and values of each team member."

"In LEGO SERIOUS PLAY, with a metaphor one can say more than with 1000 words."

"In expressing thoughts as models and metaphors, LEGO SERIOUS PLAY draws on the right side of the brain."

Dr. Niggi Iberg, People & Communication
Roche Pharma Research, Switzerland

"It is permeating into the culture of how we're managing the Inn. Departments are in tune with talking to each other."

"The strategy was critical in allowing management to move beyond century-old traditions, and I suggest that other companies would do well to look beyond LEGO as toys."

"I really think it's going to work best for any organization that has identified a communication or strategy problem or is looking to move to another level in developing their managers and staff."

Dick Schwalbenberg, Manager
Black Point Inn, USA

"Real Time Strategy is an excellent vehicle to advance corporate strategy and to deal with the inevitable issues and dilemmas that face any forward-thinking dynamic organization."

"The use of the LEGO metaphors crystallizes many issues that would otherwise be difficult to surface."

"The 3-D nature of the strategic model enables ongoing updating and refining of the corporate strategy as changes emerge over time."

"The brightly colored graphic elements of the model become indelibly etched in the memory of all those who are exposed to this novel depiction of strategy. The resultant benefits recall are obvious."

Dr. Steve Bluen, Director, Human Resources
SABMiller, South Africa

"The LEGO SERIOUS PLAY experience truly does inspire a group to become more imaginative in both their thoughts and their solutions."

"The LEGO SERIOUS PLAY experience is a terrific process to get people engaged and beyond the obvious solutions."

"The LEGO SERIOUS PLAY experience inspires the imagination and creativity that we possess but sometimes we unknowingly keep too deep beneath the surface."

"It truly is serious play that inspires a group to become more creative in both their thoughts and their solutions."

"It is a terrific blend of science and art that brings smiles to those who work with it because it is both fun and ultimately rewarding in providing new solutions."

Lance Saunders, Sr. Vice President
Director of Strategic Planning
Leo Burnett, Canada

"Real Time Strategy takes you and your team into the essence of your business and leads to a shared number of valuable guiding principles required by the actual situation your business is in...if you are willing enough to face reality."

"At first, you may think you are not any longer the strategist and that you are running the risk to lose your organization's alignment. The implementation of your shared Strategic Guiding Principles in the field will show you the contrary."

Dino Poggio, Managing Director
KI Group SpA, Italy

"The way it gives you a clear understanding of the company's opportunities is brilliant. You get a common understanding – a visual reference that can't be misunderstood. We have already begun to apply it – and with great success."

Klaus Fog, CEO & Founder
SIGMA a/s, Copenhagen, Denmark

"LEGO SERIOUS PLAY has changed the way we worked."

Jean-Louis Cheyrou, Managing Director
Tetra Pak, France

"It's fast, it's fun, it's effective."

Cliff Dennett, Head of Strategic Alignment
Orange, London, UK

"It shakes things up a little, but in the end you're more in control."

Martin Stirn, Managing Director
Alcatel/EDD, Germany

"The SERIOUS PLAY process is immensely empowering. We are much better connected now."

Ole Dalsgaard, Sales Director, Public Division
SAS Institute, Denmark

"Why is the LEGO Group developing SERIOUS PLAY?"

"Because children should be our role models; their creativity, curiosity, and joy in learning are too often missing in our adulthood. By using LEGO bricks as a universal language and an invitation to the child in every one of us, LEGO SERIOUS PLAY bring back the power of play to adults."

Kjeld Kirk Kristiansen, President and CEO
The LEGO Company, Denmark

Testimonials Collected from Recent Media (English)

"The LEGO is a platform between people. Two minds have to meet and find a common understanding about what they are doing, and what they are trying to create. In normal circumstances a conflict of approach might lead to argument or shouting. This changes the way they interact."

"The training becomes a real-time process. We have integrated their model in an active part of departmental meetings. It is an excellent way of improving corporate communications, which will then lead, we hope, to an improved bottom line."

"The difficulty with big ideas is taking them beyond the board, to the rest of the company. It's so vital to help everyone realize how we want to change, and why."

Dr. Jan Binau
Varta Batteries, Denmark

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